

# SmartBrief

## Saatchi & Saatchi New York Named 'Agency of the Year' at Cannes International Ad Festival

CANNES, France, June 26 /PRNewswire/ -- Saatchi & Saatchi New York was awarded the coveted "Agency of the Year" distinction at the 54th International Advertising Festival, the world's largest and most revered advertising competition. This prize is given to the agency in one country that obtains the highest score for entries in the Radio, Press, Outdoor and Film Lions sections. [Saatchi & Saatchi New York](#) brought home a total of nine Lions, including the Grand Prix for its Tide Ultra print campaign.

Terry Savage, Executive Chairman of the Festival, noted: "The 'Agency of the Year' award is one of the most important and anticipated that we give in Cannes each year -- to win it requires outstanding results across a range of categories."

"The 'Agency of the Year' recognition at the Cannes Lions Festival is a tremendous honor. We've made it a priority to attract and cultivate a team of top creative talent from around the world and we're thrilled with the results," said Saatchi & Saatchi New York's Chief Creative Officer Tony Granger.

The Grand Prix for Tide Ultra "Stains Don't Stand A Chance" print campaign was recognized for taking the long-standing equity of a brand and finding a brilliant, contemporary new way to bring it to life. The jury also cited that attention to detail -- including the stitching around the Tide logo, which made the ad look as though it were a piece of clothing -- as one of the key factors in the win.

Mary Baglivo, Saatchi & Saatchi New York's Chief Executive Officer, added: "This win is a true testament to our recent transformation. Our string of new business success continues to grow in exciting ways. We're experiencing a renaissance in creativity which spans across long-standing global clients like P&G, new retail clients and pro bono work. We are simply over the moon."

Industry trends are continuing to evolve and showcasing work at a global level in Cannes is more important than ever. According to the Festival, close to 25,700 pieces of work from 80 countries competed for Lions at this year's event, an increase of 3.2% versus last year.

A complete list of Saatchi & Saatchi NY wins follow (Total: 1 Grand Prix; 2 Gold; 5 Silver; and 1 Bronze). The award-winning work can be found on <http://www.canneslions.com> or <http://www.saatchiny.com>

PRESS WINNERS Grand Prix: Tide Ultra campaign (Soy Sauce, Ketchup, Mayo) Gold: Crest/Glide campaign (Sleeping, Manhattan, New Sports Car, Big Night Out, My Girlfriend, Music) Silver: Tide Coldwater campaign Shortlist: Stuffit Deluxe (2 executions from campaign) OUTDOOR WINNERS Gold: Tide Ultra campaign Silver: Glide campaign Bronze: Stuffit single Shortlist: Stuffit (2 executions) Shortlist: Innocence in Danger (2 executions) FILM WINNER Silver: "Interview" Tide-to-Go Stain Pen Shortlist: "Lightbulb" Cascade Shortlist: "The Couple" Olay Shortlist:

"Talent Show" Ad Council/National Crime Prevention Cyberbullying RADIO  
WINNERS Silver: Head & Shoulders "Monotone Billy" Silver: Stufft Deluxe "Your  
Marriage" "Traveling with Children"

### **About Saatchi & Saatchi New York**

Saatchi & Saatchi New York (<http://www.saatchiny.com>) is the largest agency in the 153-office network which spans 83 countries. Part of Publicis Groupe, the world's fourth largest communications group, Saatchi & Saatchi handles #1 brands in its client portfolio, including: Tide, Pampers and Olay (Procter & Gamble); Pillsbury and Cheerios (General Mills); Wendy's; JCPenney; Excedrin, Theraflu and Triaminic (Novartis); BASF; Ameriprise; Avaya, Pay-By- Touch; and Reynolds Wrap. The agency represents clients with combined annual revenues of approximately \$500 billion and market capitalization of approximately \$650 billion.

Saatchi & Saatchi is known for its exceptional strength at creating the emotional connections between consumers and products. This approach comes to life through Lovemarks, the methodology created to create "loyalty beyond reason" and "inspirational consumers."

### **About Cannes Lions**

The International Advertising Festival - Cannes Lions - is the largest gathering of worldwide advertising professionals and advertisers as well as the most prestigious annual advertising awards. Each year, over 10,000 visitors from the advertising and allied industries attend this event to celebrate the best of creativity across all media mix, discuss industry issues and network with one another. Over 25,000 ads from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, honouring the most creative TV/cinema, print, outdoor, interactive, radio, sales promotion, integrated advertising, as well as the best media and direct marketing solutions. A unique programme of high-profile seminars, workshops and keynote speakers, organised by some of the biggest names in the industry, are also presented.

Saatchi & Saatchi New York

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